Are you concerned about the media’s influence on our youth, the immediate generation?

What can you do about it?

Join us for this rare opportunity to meet nationally recognized experts and gather new ideas and resources.

March 20–21, 2006  University of Washington
JOIN US FOR THIS IMPORTANT CONFERENCE!

IMAGES OF YOUTH 2006
NEW DIRECTIONS IN MEDIA LITERACY AND TEEN HEALTH

March 20-21, 2006
University of Washington
Seattle, Washington

This conference is for:
• Health professionals
• Educators
• Student assistance prevention intervention specialists
• Alcohol/drug treatment specialists
• Parents and other adults who work with teens

CONFERENCE GOALS
• Introduce new developments in media literacy education
• Provide media literacy strategies for addressing policy change
• Report the latest research in media literacy education
• Examine why media literacy education is an essential concern in the improvement of student learning
• Explore the field of media literacy education and its implications for those who work with youth and public health issues
• Present practical applications, as well as curriculum and resource materials
• Address all four Washington State learning goals

WHAT IS MEDIA LITERACY?
Media literacy teaches our youth to take a critical second look at all media from film to Web environments. It is the ability to access, analyze, evaluate and communicate in both print and electronic formats.

Media literacy education has never been more critical.
“We are in the midst of a digital tidal wave.”
Walter Mossberg, Wall Street Journal, December, 2005

Presented by NW Center for Excellence in Media Literacy
College of Education, University of Washington
Funded by the Washington State Department of Health
Jean Kilbourne, Ph.D.  Deadly Persuasion: Advertising & Addiction
Jean Kilbourne is considered one of today's preeminent scholars examining the effects of advertising on young people. Dr. Kilbourne is a widely published writer who appears frequently on national interview programs. She is also well known as a filmmaker, media critic and media activist who has served as advisor for two surgeons general. Dr. Kilbourne has received many awards for her groundbreaking work that involves research concerning the images of women, particularly in alcohol and tobacco advertising. Among her award winning works are her book, Can't Buy My Love: How Advertising Changes the Way We Think and Feel and her documentaries Killing Us Softly, Slim Hopes and Calling the Shots.

Margo Wootan, D.Sc.  Countering Junk Food Marketing to Kids
Margo Wootan is Director of Nutrition Policy at the Center for Science in the Public Interest. The Nutrition Policy Project works with concerned citizens, health professionals, government officials and other nonprofit organizations to strengthen national, state, and local policies and programs that promote nutrition and physical activity. Dr. Wootan helped found and coordinate the activities of the National Alliance of Nutrition and Activity. She has won numerous awards and is frequently quoted in the nation's major media on subjects ranging from obesity and trans fat to public policy and childhood nutrition. She regularly speaks out about the role marketing plays in children's food choices.

Lee Burton  Media Literacy as an Essential Learning: Australia's Education Revolution
Lee Burton is an educator, writer, researcher and media critic who has published over 200 media studies curriculum resources. She is one of the founders of the Australian Teachers of Media (ATOM), a leading organization in media literacy education. Since 1994, media literacy education has been incorporated into language arts, arts and technology instruction in every state across Western Australia. In the last five years, a revolution has been occurring in Australia that involves embedding new literacy approaches in a cross curricula approach to learning, making media literacy a compulsory study from Kindergarten through Year 12. Ms. Burton will describe this revolution and some of the pedagogies that have emerged to engage young people in new and innovative ways.

Lynda Bergsma, Ph.D.  University of Arizona, Mel & Enid Zuckerman College of Public Health and President of the Alliance for a Media Literate America (AML) will present her project’s work in tobacco prevention, which includes the curriculum Blowing Smoke. Dr. Bergsma will also discuss her recent review of media literacy education research in the area of health promotion for youth.

Erica Deiparine-Sugars  is Program Director for Just Think, San Francisco. Just Think is known for its innovative projects that promote learning through new technologies. Ms. Deiparine-Sugars will present one of their current projects that involves San Francisco Bay area schools in integrating media education into core, standards-based middle school curricula in subjects that include math, science, language arts, social studies and health.

Bobbie Eisenstock, Ph.D.  California State University, Northridge, and author of the Kaiser Family Foundation Children, Health and the Media Fact Sheets, will examine teens and the online sexual culture, presenting media literacy strategies for promoting healthy choices.

Melinda Hemmelgarn, M.S., R.D  is currently a Kellogg Food and Society Policy Fellow addressing the childhood obesity epidemic through media literacy education. Ms. Hemmelgarn who conducts media literacy workshops across her home state of Missouri will present the workshop “Media Literacy: An Innovative Approach for Prevention and Management of Childhood Overweight.”

Tessa Jolls  is President and CEO, Center for Media Literacy, Los Angeles. The Center has gained a national reputation for its ability to provide up to date resource information about the field of media literacy. Ms. Jolls will discuss these resources as well as present some of the Center’s projects.

Stacie Steinbock  Sex, Etc., Rutgers University, is the on-line content manager for this popular website for teens. Sex, Etc. offers advice for teens about sexuality, contraception, drugs, smoking, and other health-related topics. Ms. Steinbock is responsible for training the teen editors of the site as well as managing the site’s other content.

MEDIA LITERACY TOOL BOX: CURRICULA AND RESOURCE MATERIALS
• Media Literacy Education: New Technologies Changing the Way We Live and Work  Tessa Jolls, Center for Media Literacy, Los Angeles, will lead this session with representatives of the Partnership for the 21st Century, an organization formed to examine how we can best prepare students to succeed in the 21st century. Partnership members include the National Education Association and representatives from some of our country’s leading corporations.

Diversity and Media Representation  Gilda Sheppard, Ph.D., Professor, Evergreen State College Tacoma and national board member of the Alliance for a Media Literate America (AML) will lead this session focused on issues of diversity and media representation.

Lunchtime Chat Rooms  The conference will feature a variety of individual “chat rooms” where participants will be able to meet in-person with a moderator/expert to examine a recent technological development and consider its potential impact on youth.

Hear from Teachers  Middle and high school teachers who have been integrating media literacy in the courses they teach from language arts and social studies to health, and family and consumer science will present practical suggestions, lesson plans and curriculum resources that they have found most valuable.
One form per person. Please type or print clearly.

Name ___________________________________________ Title ___________________________________________

Organization ________________________________________________________________

Phone (______) ___________________________ Fax (______) ___________________________

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Registration Fee

☐ Washington State $150
☐ Out of State $200

Total Amount Paid $ __________

Registration includes two conference days, two continental breakfasts and two lunches.

Special Needs

Please tell us if you have any special dietary or accommodation needs.

Payment

Check payable to:
☐ University of Washington
☐ PO, call: 1-888-833-6638

Return Registration to:
NW Center for Excellence in Media Literacy
University of Washington
EEU, Box 357925
Seattle, WA 98195

Note: Register early. Payment must accompany registration.

For more information contact:
NW Center for Excellence in Media Literacy
(206) 543-9414 or 1-888-TEEN-NET
www.nwmediailiteracy.org

Cancellation

Refund request must be received in writing by mail or fax (206) 543-8480 by March 1, 2006 to entitle registrant to a full refund less a $25 processing fee. The processing fee will be charged for all cancellations.